

PROCLAMATION

WHEREAS, more families own life insurance than any other form of thrift and savings; and

WHEREAS, life insurance has become the great base of family financial security planning; and

WHEREAS, life insurance has contributed to and benefits by the great social and economic changes, with changes in life insurance needs being made necessary constantly by these changes in the social and economic structure, as well as by changes in the family's own situation; and

WHEREAS, life insurance renders a second great service by carrying the policyholder dollars back to Main Street, where they go to work aiding all segments of the economy and the community as a whole, while awaiting call for benefit payment; and

WHEREAS, all persons, both as policyholders and beneficiaries, desire to learn more about life insurance--that is, what it does, and how it operates; and

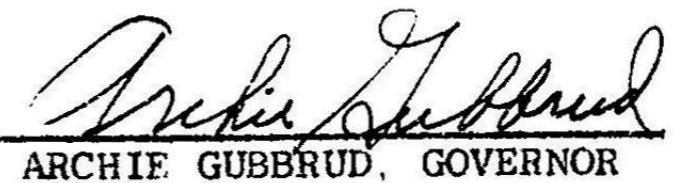
WHEREAS, the South Dakota Association of Life Underwriters is cooperating in a program to inform the public of the many and broad aspects of life insurance;

NOW, THEREFORE, I, ARCHIE GUBBRUD, Governor of the State of South Dakota, do hereby proclaim the week of February 17 through the 22, 1964, as

LIFE INSURANCE EDUCATION WEEK

urging all citizens to avail themselves of this opportunity to learn more about their life insurance and what it can do for them, especially making this the occasion to see that it is so arranged as to be of utmost value to the beneficiaries.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of South Dakota to be affixed on this 27 day of January, in the year of our Lord, one thousand nine hundred and sixty-four.

  
ARCHIE GUBBRUD, GOVERNOR

ATTEST:

  
E. W. Weddell  
SECRETARY OF STATE

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